

# Tackling Vaccine Disinformation



## Overview

**Reference:** 08

**Location:** Manchester

**Target Group:**

Ethnicity and Faith

**Initiative type:**

Information and  
Engagement

## Contact

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## Top Tip

*Personalise the messaging around taking the vaccine, such as: save yourself, save your loved ones, save your community.*

### Why is this important to us?

As the MP for Manchester Gorton, I recognised early in the pandemic the diverse and interconnected nature of communities and how we all have a duty to protect one another. However, Government guidance was not accessible to all and given the disproportionate impact of COVID-19 on BAME communities, we felt that there was a need to get personally involved, because it is in everyone's interest to address this issue. Sadly, many of us have lost family members or loved ones to COVID-19, some of them very recently, when the vaccine was becoming available, which is even more painful.

### What are we doing?

Most recently, I brought together cross-party MPs of South Asian heritage for a [video](#) to encourage our communities to take the vaccine. We also hosted a [webinar](#) to tackle vaccine disinformation, speakers included experts from the NHS Race and Health Observatory, as well as faith leaders, to help dispel myths around the vaccine. We also led on translating Government guidance into different languages at the outset of the pandemic, to ensure the message was being reached by everyone.

### Who is involved?

We have continuously worked with a range of individuals, groups and organisations who share our concerns and recognise the gap in the existing Government strategy. The added involvement of faith leaders to further consolidate messaging by doctors and scientists is very powerful. Community activism has also increased in the pandemic, as faith groups have been motivated by their religious beliefs to help others. As a Muslim, I believe that saving one life is like saving humanity. The recent report by the [APPG on British Muslims](#) shows the immense contribution made by the community during this pandemic.

### What works for us?

My knowledge of communities and my work in this area before I became an MP has allowed me to use both national and local routes to engage and involve others. For example, I set up the Manchester Council of Mosques and I was involved in Manchester faith based networks when they were established 10-15 years ago. The history is there and the connections are there. We know we have to reach out on issues such as this and doing so is second nature to us. **The MPs video has been viewed on Twitter over 87,000 times. The webinar highlights has been viewed over 2400 times.** It is important that we increase vaccine uptake and protect those communities who are already vulnerable.